

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria VA 22314

American Crossroads/ Issue
Submission Number 209 Issue 1



WNCN-TV
1205 Front St.
Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

Client: American Crossroads/ Issue	Submission Cost: 18300	Campaign Ref: E:120808033
Buyer: ..	Client/Product/Estimate: 11 / 27 / 691	Sales Rep: HRP Washington, DC
Schedule Dates: 09/17/12 to 09/30/12	Weeks: 2	Order Ref: 06244786
Est./PO Number: 06244786	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: American Crossroads	Booking Group: WNCN	Key Market: Raleigh-Durham, NC
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/17	09/24	Total	Cost
1	M-Su 11p News ...F..	04	550	30 Comme	Nbr of Spots	1	1	550
2	M-F 1135p ET / 1035p CT Tonight Show ...F..	03	175	30 Comme	Nbr of Spots	1	1	175
3	M-F 6p News ...F..	03	400	30 Comme	Nbr of Spots	1	1	400
4	M-F 6a News ...F..	04	225	30 Comme	Nbr of Spots	1	1	225
5	M-F 7p News ...F..	04	250	30 Comme	Nbr of Spots	1	1	250
6	M-F 7a Today Show ...F..	03	575	30 Comme	Nbr of Spots	1	1	575
7	M-F 730p Extra ...F..	04	200	30 Comme	Nbr of Spots	1	1	200
8	M-Su 11p News M.....	04	550	30 Comme	Nbr of Spots	1	1	550
9	M-F 1135p ET / 1035p CT Tonight Show M.....	03	175	30 Comme	Nbr of Spots	1	1	175
Weekly Totals: Total Spots(Ord Spots)					28	24	52	

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Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/17	09/24	Total	Cost
10	M-F 6p News M.....	03	400	30 Comme	Nbr of Spots	1	1	400
11	M-F 6a News M.....	04	225	30 Comme	Nbr of Spots	1	1	225
12	M-F 630p ET / 530p CT NBC Nightly News M.....	06	250	30 Comme	Nbr of Spots	1	1	250
13	M-F 7p News M.....	02	575	30 Comme	Nbr of Spots	1	1	575
14	M-F 730p Extra M.....	04	200	30 Comme	Nbr of Spots	1	1	200
15	Sat 7a Today ShowS.	02	230	30 Comme	Nbr of Spots	1	1	230
16	Sun 8a Today ShowS	02	250	30 Comme	Nbr of Spots	1	1	250
17	M-Su 11p News ...T...	04	550	30 Comme	Nbr of Spots	1	1	550
18	M-F 1135p ET / 1035p CT Tonight Show ...T...	03	175	30 Comme	Nbr of Spots	1	2	350
19	M-F 6p News ...T...	03	400	30 Comme	Nbr of Spots	1	1	400
20	M-F 6a News ...T...	04	225	30 Comme	Nbr of Spots	1	2	450
21	M-F 630p ET / 530p CT NBC Nightly News	04	650	30	Nbr of Spots	1	1	650
Weekly Totals: Total Spots(Ord Spots)					28	24	52	

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Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/17	09/24	Total	Cost
22	M-F 7p News ..T....	04	250	30 Comme		1	1	250
23	M-F 7a Today Show ..T....	03	575	30 Comme	1	1	2	1150
24	M-F 730p Extra ..T....	04	200	30 Comme	1	1	2	400
25	M-Su 11p News .T.....	04	550	30 Comme	1		1	550
26	M-F 1135p ET / 1035p CT Tonight Show .T.....	03	175	30 Comme	1	1	2	350
27	M-F 6p News .T.....	03	400	30 Comme	1	1	2	800
28	M-F 6a News .T.....	04	225	30 Comme	1	1	2	450
29	M-F 630p ET / 530p CT NBC Nightly News .T.....	04	650	30 Comme	1		1	650
30	M-F 7p News .T.....	04	250	30 Comme	1	1	2	500
31	M-F 7a Today Show .T.....	03	575	30 Comme		1	1	575
32	M-F 730p Extra .T.....	04	200	30 Comme	1	1	2	400
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Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/17	09/24	Total	Cost
33	M-Su 11p News ..W....	04	550	30 Comme	1		1	550
34	M-F 1135p ET / 1035p CT Tonight Show ..W....	03	175	30 Comme	1	1	2	350
35	M-F 6p News ..W....	03	400	30 Comme	1	1	2	800
36	M-F 6a News ..W....	04	225	30 Comme	1		1	225
37	M-F 630p ET / 530p CT NBC Nightly News ..W....	04	650	30 Comme	1	1	2	1300
38	M-F 7a Today Show ..W....	03	575	30 Comme	1	1	2	1150
39	M-F 730p Extra ..W....	04	200	30 Comme	1		1	200
Weekly Totals: Total Spots(Ord Spots)					28	24	52	

Grand Totals				Month 9 Weeks: 5			
Totals		09/17	09/24				
Spots	52	28					
Cost	18300	9925					

Grand Totals: Spots: 52 Gross Total: 18,300.00

Commission:	2,745.00
Net Total:	15,555.00

REP HEADLINE# 6244786
\$\$\$ APPROVED ORIGINAL REV#0 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM STATION AUG8/12 15.49
*** WNCN-TV ***

ADV #	ADV. NAME	ISS/AMER. CROSSROADS	REP. #	OFF. #	SALESMAN #
AGY #	AGY. NAME	CROSSROADS MEDIA LLC	BUYER NAME	STEPHANIE MARONEY	
		66 CANAL CENTER PLAZA, SUITE 555	SALES PRSN	WA- MICK NESCI (H)	
		ALEXANDRIA, VA 22314			
ORDER #	CONTRACT #	6244786	CLASS: NATL.	LOCAL	REGIONAL
PRDCT	AMERICAN CROSSROADS	EST#691	COMMENTS: (LINE, ORDER, INVOICE)		
FLIGHT DATES	SEP18/12	SEP27/12	WK-2		
CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	AUG8/12	15.49

REP: NEW ORDER
TTL 18300 @ 52X
PLS CFM
THANKS, MIKE FOR MICK

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION

CONTRACT TOTAL 18300.00
TOTAL SPOTS 52

REP HEADLINE# 6244786
 *** ORIGINAL REV#0 ***
 REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP AUG7/12 17.15
 *** WNCN-TV ***

ADV # ADV. NAME ISS/AMER. CROSSROADS REP. # OFF. # SALESMAN #
 AGY # AGY. NAME CROSSROADS MEDIA LLC BUYER NAME STEPHANIE MARONEY
 66 CANAL CENTER PLAZA, SUITE 555 SALES PRSN WA- MICK NESCI (H)
 ALEXANDRIA, VA 22314
 ORDER # CONTRACT # 6244786 CLASS: NATL. LOCAL REGIONAL
 PRDCT AMERICAN CROSSROADS EST#691 COMMENTS: (LINE, ORDER, INVOICE)
 FLIGHT DATES SEP18/12 SEP27/12 WK-2
 CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG7/12 17.15

REP: NEW ORDER
 TTL 18300 @ 52X
 PLS CFM
 THANKS, MIKE FOR MICK
ECM
CFM

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1			1100P-1135P	30		\$550.00	9/21	9/21	1		FRI	1
AGENCY ADVERTISER CODE = 11 AGENCY PRODUCT CODE = 27 AGENCY EST# = 691												
PROGRAM : NBC 17 NEWS AT 11 ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : NBC 17 NEWS AT 11												
2			1135P-1235A	30		\$175.00	9/21	9/21	1		FRI	1
PROGRAM : TONIGHT SHOW ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : TONIGHT SHOW												

run
8/8

AUG7/12 17.15
*** WNCN-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			600P-630P	30		\$400.00	9/21	9/21	1		FRI	1
PROGRAM : NBC 17 NEWS AT 6 ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : NBC 17 NEWS AT 6												
4			600A-700A	30		\$225.00	9/21	9/21	1		FRI	1
PROGRAM : NBC 17 TODAY AT 6A ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : NBC 17 TODAY AT 6A												
5			700P-730P	30		\$250.00	9/21	9/21	1		FRI	1
PROGRAM : NBC 17 NEWS AT 7 ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : NBC 17 NEWS AT 7												
6			700A-900A	30		\$575.00	9/21	9/21	1		FRI	1
PROGRAM : TODAY SHOW ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : TODAY SHOW												
7			730P-800P	30		\$200.00	9/21	9/21	1		FRI	1
PROGRAM : EXTRA ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : EXTRA												
8			1100P-1135P	30		\$550.00	9/24	9/24	1		MON	1
PROGRAM : NBC 17 NEWS AT 11 ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : NBC 17 NEWS AT 11												
9			1135P-1235A	30		\$175.00	9/24	9/24	1		MON	1
PROGRAM : TONIGHT SHOW ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : TONIGHT SHOW												

AUG7/22 17.15
*** WNCN-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
10			600P-630P	30		\$400.00	9/24	9/24	1		MON	1
PROGRAM : NBC 17 NEWS AT 6												
ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE												
CON COM1 : NBC 17 NEWS AT 6												
11			600A-700A	30		\$225.00	9/24	9/24	1		MON	1
PROGRAM : NBC 17 TODAY AT 6A												
ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE												
CON COM1 : NBC 17 TODAY AT 6A												
12			630P-700P	30		\$250.00	9/24	9/24	1		MON	1
PROGRAM : NBC NIGHTLY NEWS												
ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE												
CON COM1 : NBC NIGHTLY NEWS												
13			700P-730P	30		\$575.00	9/24	9/24	1		MON	1
PROGRAM : NBC 17 NEWS AT 7												
ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE												
CON COM1 : NBC 17 NEWS AT 7												
14			730P-800P	30		\$200.00	9/24	9/24	1		MON	1
PROGRAM : EXTRA												
ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE												
CON COM1 : EXTRA												
15			700A-900A	30		\$250.00	9/22	9/22	1		SAT	1
PROGRAM : SATURDAY TODAY												
ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE												
CON COM1 : SATURDAY TODAY												
16			800A-900A	30		\$250.00	9/23	9/23	1		SUN	1
PROGRAM : SUNDAY TODAY												
ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE												
CON COM1 : SUNDAY TODAY												

AUG7/12 17.15
*** WNCN-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
17			1100P-1135P	30		\$550.00	9/27	9/27	1		THU	1
PROGRAM : NBC 17 NEWS AT 11 ORD COM1 : ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : NBC 17 NEWS AT 11												
18			1135P-1235A	30		\$175.00	9/20	9/27	1		THU	2
PROGRAM : TONIGHT SHOW ORD COM1 : ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : TONIGHT SHOW												
19			600P-630P	30		\$400.00	9/27	9/27	1		THU	1
PROGRAM : NBC 17 NEWS AT 6 ORD COM1 : ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : NBC 17 NEWS AT 6												
20			600A-700A	30		\$225.00	9/20	9/27	1		THU	2
PROGRAM : NBC 17 TODAY AT 6A ORD COM1 : ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : NBC 17 TODAY AT 6A												
21			630P-700P	30		\$650.00	9/20	9/20	1		THU	1
PROGRAM : NBC NIGHTLY NEWS ORD COM1 : ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : NBC NIGHTLY NEWS												
22			700P-730P	30		\$250.00	9/27	9/27	1		THU	1
PROGRAM : NBC 17 NEWS AT 7 ORD COM1 : ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : NBC 17 NEWS AT 7												
23			700A-900A	30		\$575.00	9/20	9/27	1		THU	2
PROGRAM : TODAY SHOW ORD COM1 : ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : TODAY SHOW												

AUG7/12 17.15
*** WNCN-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
24			730P-800P	30		\$200.00	9/20	9/27	1		THU	2
PROGRAM : EXTRA ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : EXTRA												
25			1100P-1135P	30		\$550.00	9/18	9/18	1		TUE	1
PROGRAM : NBC 17 NEWS AT 11 ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : NBC 17 NEWS AT 11												
26			1135P-1235A	30		\$175.00	9/18	9/25	1		TUE	2
PROGRAM : TONIGHT SHOW ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : TONIGHT SHOW												
27			600P-630P	30		\$400.00	9/18	9/25	1		TUE	2
PROGRAM : NBC 17 NEWS AT 6 ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : NBC 17 NEWS AT 6												
28			600A-700A	30		\$225.00	9/18	9/25	1		TUE	2
PROGRAM : NBC 17 TODAY AT 6A ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : NBC 17 TODAY AT 6A												
29			630P-700P	30		\$650.00	9/18	9/18	1		TUE	1
PROGRAM : NBC NIGHTLY NEWS ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : NBC NIGHTLY NEWS												
30			700P-730P	30		\$250.00	9/18	9/25	1		TUE	2
PROGRAM : NBC 17 NEWS AT 7 ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : NBC 17 NEWS AT 7												

AUG7/12 17.15
*** WNCN-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
31			700A-900A	30		\$575.00	9/25	9/25	1		TUE	1
PROGRAM : TODAY SHOW ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : TODAY SHOW												
32			730P-800P	30		\$200.00	9/18	9/25	1		TUE	2
PROGRAM : EXTRA ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : EXTRA												
33			1100P-1135P	30		\$550.00	9/19	9/19	1		WED	1
PROGRAM : NBC 17 NEWS AT 11 ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : NBC 17 NEWS AT 11												
34			1135P-1235A	30		\$175.00	9/19	9/26	1		WED	2
PROGRAM : TONIGHT SHOW ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : TONIGHT SHOW												
35			600P-630P	30		\$400.00	9/19	9/26	1		WED	2
PROGRAM : NBC 17 NEWS AT 6 ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : NBC 17 NEWS AT 6												
36			600A-700A	30		\$225.00	9/19	9/19	1		WED	1
PROGRAM : NBC 17 TODAY AT 6A ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : NBC 17 TODAY AT 6A												
37			630P-700P	30		\$650.00	9/19	9/26	1		WED	2
PROGRAM : NBC NIGHTLY NEWS ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : NBC NIGHTLY NEWS												

REP HEADLINE# 6244786
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 AUG7/12 17.15
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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
38			700A-900A	30		\$575.00	9/19	9/26	1		WED	2
PROGRAM : TODAY SHOW												
ORD COM1: ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE												
CON COM1: TODAY SHOW												
39			730P-800P	30		\$200.00	9/19	9/19	1		WED	1
PROGRAM : EXTRA												
ORD COM1: ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE												
CON COM1: EXTRA												
SEP/12			18300.00									
CONTRACT TOTAL											18300.00	
TOTAL SPOTS											52	

MARKET TOTALS \$183,000 WNCN 10% WRAL 45% WTVD 35% WRAZ 10% WRDC 0% WLFL 0% CABL 0%
 ESTIMATED SHARES
 SVC- NSI BOOKS- NOV/11
 DEMOS- RA35+*

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Stephanie Maroney

do hereby request station time concerning the following issue:

American Crossroads 1401 New York Avenue Suite 1200 Washington, DC 20005 Treasurer: Margee Clancy

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

This broadcast time will be used by: American Crossroads

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Treasurer Margee Clancy

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

7/19/12 Steph Mury 703-299-1760
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature Printed Name Title